

ELECTRIC LIGHT IN A CITY'S UPBUILDING

That Denver has become widely known as "The City of Lights" is the result of strictly educational methods employed by the local lighting company through advertising and solicitation. The people of Denver take just pride in this name which has been applied to their city, and instead of a feeling of hostility toward the lighting company, which was once prevalent, enthusiasm is now the rule, over any movement that purposes the intelligent unfolding of the advantages of electricity. The story of this "change of heart" is an interesting one.—Editorial Note.

Not so many years back it took a good deal of courage and indifference to ridicule, to seriously contend that electric light used liberally by the business men and government of a fair-sized municipality, could be made to play a prominent part in its upbuilding. The electric sign was here, but there were few who thought its influence extended much beyond the limits of its aggregate candlepower, and fewer still who cared to bare their convictions on the efficiency of an advertising medium not yet thoroughly tested.

One of the best all-round tests ever given electric light to prove its many-sided value for advertising had its inception and setting in Denver less than a decade ago. A young man given to the scientific world by the state that has supplied the country with so many presidents, went to Denver to rehabilitate the decaying affairs of a broken-down light company thoroughly despised and cordially cursed by an irritated public and hostile press. It was an Herculean task to face, and to meet it successfully required a great intellect. To turn the flank of an overwhelming public prejudice is a strategical feat not easily or often accomplished, but Henry L. Doherty, the youthful president of the reorganized Denver Gas & Electric company, displayed his abilities as a tactician by saving a serious situation. He is endowed with that rare power of "spotting" the psychological moment with clocklike precision, and has a secret service instinct when it comes to penetrating any disguise in which opportunity may masquerade.

Just about his time Denver was beginning to poke her head above the ruins of the '93 panic. The spirit

that raised a great city on the plains at the foot of the Rockies gave signs of life, and the chaos created by the blow of hard times was lifting. Back came the fervency of the old enthusiasm born of the knowledge that Denver is the heart of an empire stored with inexhaustible wealth, and the timidity of a panic-stricken people vanished before a lusty movement to boost the advantages of the city and state.

Mr. Doherty discerned in this awakening his opportunity and he was quick to strike with a "great idea" at the psychological moment. Given the mark to shoot at and what you want the shot to do, you need the right kind of ammunition and the proper brand of firing piece. At this time a controversy was sizzling with reference to restrictions on the hanging of electric signs, and Mr. Doherty used a letter on this subject to the city authorities as a 13-inch gun to fire his "great idea." It is entirely original in corporation annuals and has reached the stature of a classic in the electrical world. Here is the gist of it:

"The whole west stands for progress and originality. Denver is the most progressive city of the west and is the best known. The whole country is interested in Denver, for we have given health back to people from every state. Denver's population is made up from every state in the Union, and these people are in active touch with the people of their old homes. Let them have something distinctive about which to boast of Denver's progressiveness, and we will attract people here to invest in Denver's industries and real estate, because we are known as enterprising people. Denver's motto, 'Forward,' would be merely a pitiful joke if some people's views were general. Does Denver live up to her motto? The motto is an ambitious one. It means progress, and progress does not spring from inaction. This company by its work can make Denver known as the 'City of Lights.' We can help make Denver's motto truly fit."

"When the promoters of the Pan-American exposition wanted to attract the attention of the whole world, they did not depend upon parks and boulevards. They used lights and Mr. Out-of-Date and Mrs. Artistic lights, and lots of them. They had Newyrich protest, I would say that to spend millions for buildings and ground improvements, but the few dollars spent on lighting were what

made the tongues of the whole world wag. We have put more lights on Denver's streets in the past three years than the entire number of lights on the electric tower at the Pan-American exposition.

"What display lighting does for expositions it will do for Denver. If you can attract visitors to these international expositions and make the whole world advertise them by the liberal use of lighting, you can do the same thing for Denver. These expositions pay many thousands of dollars for this lighting. Denver as a city is not asked to pay anything. Her merchants are perfectly willing to do this. Liberality in electric sign regulations is necessary. "There are some people who do not want to progress, who have not enough civic pride to want to see their own city go ahead. They are holding back for fear of spending a few dollars. They see their neighbor go ahead and they at once have a protest to make. The attitude of these people is diametrically opposed to the sentiment of Denver's motto.

"There is another class that does not know what progress means. The atmosphere of their minds is ethereal and they have learned none of the lessons of building up industries and commerce. They are commercially anemic. I may not be entirely able to divorce myself from a prejudicial viewpoint. I am a believer in light, the same as the promoters of expositions, and for the same reasons. They may be radical and may not have the true sense of art, but they are builders and their work is synonymous with Denver's motto. I have tried to be unprejudiced and I have tried to look at the question from a citizen's viewpoint. I am forced to look at it at times from the viewpoint of a responsible representative of a large public industry, whose future depends almost entirely on the future growth and prosperity of this city."

"I have also said to myself, 'What would I do if I were mayor of Denver?' And my best judgment has answered: 'If I were mayor of Denver I would say: I want to make Denver the best-lighted city in the world.' If light can make expositions attractive; if it can draw people from all over the world; if it can make people wonder and can make the tongues of the world wag; then they did not depend upon parks and boulevards. They used lights and Mr. Out-of-Date and Mrs. Artistic lights, and lots of them. They had Newyrich protest, I would say that to spend millions for buildings and ground improvements, but the few dollars spent on lighting were what

ing to live up to our motto. If Denver can be made the talk of the country by the development of display lighting, then me for light."

The sentiment expressed by Mr. Doherty was echoed by the Denver Post in the following editorial: "What was the deepest impression everybody brought from the world's fair at St. Louis? The illumination! Let all answer, who visited the great exposition: 'What does your pleasantest memory recall, above everything else beautiful and impressive?' The lights!"

"The lesson is invincible. Denver is already known as the 'City of Sunshine.' And it can be made world famous as the 'City of Lights,' by encouraging private electrical illumination. The electric sign represents a tremendous opportunity for Denver.

"Of course, the object of the electric light company is selfish, but it is the kind of selfishness we want more of. Civic pride and municipal progress are based upon reaping material advantage, just as the merchant, who invests in a beautiful electric sign, does so to advertise his business, but, while advertising his goods, helps to make the city attractive."

And then sounded the slogan, "Boost for the City of Light," and a wave of public opinion of resistless force swept aside all opposition to lavish illumination. Famed before as a city of sunshine, Denver now made a marked impression on account of its picturesque private and public lighting. It now feels that its claim to the title of the "City of Light" is indisputable, and its citizens are convinced that all the title implies has been a wonderful force in the upbuilding of the new Denver.

All of this tells the story of a great idea worked out with marvelous success by electric light. Incidentally, the once despised light company is now lauded for the great work it performed in connection with Denver's richly productive booster movement.

NOTE.

On account of the increased cost of feed, we, the undersigned dairymen of Medford, find it necessary to raise the price of milk to ten cents a quart, retail, and 25 cents a gallon, wholesale, on and after December 1, 1909.

WARNER & SNIDER,
J. C. CALHOUN,
J. M. SCHMIDT,
H. H. CALHOUN,
J. V. KEEZER.

IT'S ALWAYS BAD.

The Best of Backs Are Had When They Ache, and Medford People Know It.

A bad back is always bad. Bad at night when bedtime comes. Just as bad in the morning. Ever try Doan's Kidney Pills for it? Know they cure backache—cure every kidney ill!

If you don't, some Medford people do.

Read a case of it: Mrs. William Charley, corner of Fourth and G streets, Medford, Or., says: "I never had the slightest trouble with my kidneys until some time ago when I injured my back. After that I noticed that my kidneys were disordered. The kidney secretions were too frequent and gave me much annoyance. My back was so weak and painful that I was unable to stoop and could not sleep. I learned of Doan's Kidney Pills and procured a box at Haskins' drug store. In less than two weeks I was greatly improved. I continued and am now feeling fine. I have recommended Doan's Kidney Pills to a great many people since they cured me."

For sale by all dealers. Price 50c. Foster-Milburn Co., Buffalo, N. Y., sole agents for the United States.

Remember the name—Doan's and take no other.

Orders for sweet cream or butter milk promptly filled. Phone the nearest

WE DON'T BELIEVE

YOU CAN BEAT THIS:

Thirty-two acres in this tract, fine fruit land, about two miles from a shipping point. The buildings consist of a five-room box house, good-sized barn, etc. There are 12 acres of 5 and 6-year-old apples, mostly Newtowns, with commercial peaches planted between as fillers. Also three acres of young pear trees and some family orchard. Four acres in alfalfa. Six or eight acres of timber, mostly oak and laurel. There is a pumping plant on the place which supplies water for the garden and alfalfa, equipped with gasoline engine. About 40 rods from a good school. Has rural mail delivery and telephone. Price \$10,500. Terms.

W. T. YORK & CO.

A VERY POPULAR INSTITUTION IS THE
Medford National Bank
Organized under the National Banking law
July 1, 1906

Statement of the Condition of the
Medford National Bank
Submitted to the Comptroller of the Currency at the close of business, November 16th, 1909.

RESOURCES.

Loans and discounts	\$261,451.88
United States bonds	49,800.00
Medford and other bonds	27,037.98
Bank premises	35,071.14
Premium on U. S. bonds	1,795.78
Due from U. S. treasurer	2,490.00
Cash on hand and in banks	243,843.11

Total.....\$621,489.98

LIABILITIES.

Capital stock	\$ 50,000.00
Surplus and undivided profits	13,614.78
Circulation	49,800.00
Deposits	508,075.20

Total.....\$621,489.98

JOHN S. ORTH, Cashier.

Attest:

W. H. GORE,
F. E. MERRICK,
J. A. PERRY,
Directors.

The above Statement shows an increase in deposits since September 1st, 1909, of \$107,372.04—the largest growth in the bank's existence.

TO THOSE CONTEMPLATING INVESTMENTS
IN THE ROGUE RIVER VALLEY OR MEDFORD
WE WILL CHEERFULLY ANSWER INQUIRIES.

SAFETY DEPOSIT BOXES FOR RENT.

OFFICERS AND DIRECTORS:

J. E. ENYART.....President	W. H. GORE.....Director
J. A. PERRY.....Vice-President	F. E. MERRICK.....Director
JOHN S. ORTH.....Cashier	WM. M. COLVIG.....Director
W. B. JACKSON.....Ass't Cashier	HORACE PELTON.....Director

MEDFORD OPERA HOUSE, DEC. 6

THE SAMUEL E. RORK'S BIG MUSICAL EXTRAVAGANZA

Presented with Every Detail of that Superb display of Scenery, Costumes and Electrical Effects Which Has Characterized Its Brilliant Success.

The Same
BIG CAST and PRODUCTION
That Made the Piece Famous

SEE
THE PEPPERMINT RIVER
THE LAND OF NOD
THE CASTLE OF CARDS
THE SANDMAN'S PALACE
THE MAGIC RIVER

HEAR
"I'VE TAKEN A FANCY TO YOU"
"BLAME THE WEATHER MAN"
"ONCE MORE TO DREAMS"
"THE SAME OLD MOON"
"APRIL FOOL"
AND OVER SIX DOZEN OTHER CRISP AND SPARKLING SONG FEATURES.

LAND OF NOD

THE LAND OF NOD IS BOUNDED ON THE NORTH BY THE SEA OF SENTIMENT, ON THE SOUTH BY THE MOUNTAIN OF MIRTH, ON THE EAST BY THE LAKE OF LAUGHTER, AND ON THE WEST BY THE BIG HILL OF HARMONY.

OF

Stage Full of People

NOTE
THERE HAS NEVER BEEN BUT ONE COMPANY OF "THE LAND OF NOD," SO PATRONS MAY BE ASSURED OF SEEING THE NO. 1 COMPANY AND PRODUCTION.

The scenic electrical and costume equipment of "The Land of Nod" represents an outlay of

\$47,000

and is the most gorgeous musical spectacle ever seen in this city.

NOD

PRICES--50c--\$1.00--\$1.50

Mail Orders Accompanied by Remittances Promptly and Carefully Filled